GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:2944
ANSWERED ON:11.03.2003
POLICIES SCHEMES IN RURAL AREAS UNDER IEC DRIVE
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Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Government have any special information Education and Communication (IEC) drive to propagate the Government policies and schemes in the rural areas of the country;

(b) if so, the details thereof;

(c) the steps taken by the Government to promote and project the developmental schemes and public welfare projects in the country; and

(d) the funds allocated, disbursed and utilized for the same during each of the last three years?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI ANNASAHEB M. K. PATIL)

(a) to (c) To create awareness about Rural Development Programmes being implemented by the Ministry of Rural Development amongst target groups in rural areas, IEC activities through most of the available modes of communication are undertaken by the Ministry. In print media, press advertisement on all India basis in Hindi, English and Regional languages are issued periodically. Booklets, leaflets on the Programmes in various languages are also printed for wide distribution amongst the people in rural areas. Guidelines, manuals, evaluation studies relating to different programmes are also printed as per need. A fortnightly newsletter in Hindi and a monthly newsletter in English and 11 regional languages is being circulated to all Panchayats in the country free of cost highlighting the schemes of the Ministry, success stories, rural technologies as well as development schemes of other Departments. In Electronic Media (audio and audio visual) audio / video spots as well as half an hour programmes in Hindi, and Regional Languages are also produced and telecast / broadcast over Doordarshan / AIR.

(d) The details are as under:

S.No.	Year	Allocation (Rupees in lakhs)	Utilisation (Rupees in lakhs)
1.	1999-2000	2395.00	2395.00
2.	2000-2001	2060.00	2060.00
3.	2001-2002	1881.72+3580.00#	5461.72

(# By re-appropriation from savings)